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**Cover:** Sophia Bristow, Eurotech Design Director

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# From My Perspective

RBA CEO **Mike Gibson** gives his perspective on what's happening in Rosebank



**Mike Gibson,**  
RBA CEO

**Even in local body elections "A week's an extraordinary long time in Politics."**

The traditional 3 year roll over of the national mayoralty and Local Council election processes has been held since our last publication of The Roundabout.

There wasn't much change in the Auckland Council mayoral race (which was not surprising I guess), and we immediately wonder how John Tamihere would have handled the Sky Event Centre fire, if in fact he would have had jurisdiction to do so. Pointless speculation and we will never know, but what we do know is this latest blip will

have far more reaching financial implications on Auckland Council and their ratepayers than what is being currently bandied about.

The cost of doing business in the CBD and the financial implications of this will be a load that the current Auckland Council and surely something from Central Government will need to fund. That may be in forms of rate relief which for affected parties could be substantial, alternative transport and travel routes, and this at a time when borrowing more from the Council's perspective is not a proposition.

From a local view point the election of RBA and Local Whau Ward Board Member Tracy Mulholland to be one of 21 Auckland Councillors may have come as a surprise to many, more particularly so given she ousted former two term Auckland Council candidate and Portage Licensing Trust Chair and businessman Ross Clow.

Was this a vote for change? Maybe, because the Auckland Council has been largely invisible in the West. Rarely have we seen the Mayor or local Auckland councillors out west during the last two terms!

ATEED's West Auckland former Business hub has been relocated to the city, almost without a whimper from any local politician. The local Westpac business awards that formerly attracted annually up to 50 applications has been melded into the North West, with little enthusiasm, and now less than 5 awardees participate annually.

**Was this a vote for change? Maybe, because the Auckland Council has been largely invisible in the West.**

To help counter this obvious slide in the availability and provision of business development mechanisms the RBA is developing an extension of their current business development activities (please note not our Bid activities) with the formation of the Western Gateway Business

Hub. It will be timely that the newly elected Whau Ward Auckland Councillor Tracy Mulholland will be representing Rosebank and other Whau Ward ratepayers and businesses. We wish her well and congratulate her on this perhaps not forecast but well-earned position as the elected Whau Ward Auckland Councillor.

West Auckland's local Rooding and traffic projects from AT lack the front foot approach and nothing is being done to lessen the challenge for West Auckland "tradies" and others to avoid their daily expensive transport excursions away from West Auckland to find jobs.

Where is the next Rosebank / Central Park going to be grounded and based?

Who is driving that? Add to this that Central Government MP's from both sides of the house are conspicuous by their absence, and one feels that the West needs to fight its own battles, their Council representatives need to be forward thinking, assertive in their endeavours and more productive.

Cheers and best wishes,  
Mike Gibson, Chief Executive RBA.

Election: 01- Auckland Council		Issue: Whau Ward		
Number of vacancies: 1				
Candidate Voting ID	Candidate Name	Affiliation	Votes Received	Rank
305	MULHOLLAND, Tracy	C&R - Communities and Residents	5853	1
301	CLOW, Ross	Labour Party	5663	
304	FRASER, Jessamine	Green Party	2241	
302	DAVIE, Paul	Community Independents	1774	
303	DEGIA-PALA, Anne	Independent	1336	
306	Informal		66	
307	Blank		1168	





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# From My Perspective

RBA Chairman **Bernie McCrea** gives his perspective on things that he has been thinking about

## Who'd have thought that?

**Bernard McCrea**  
RBA Chairman

Most banks have been pushing mortgage rates down to new lows circa 3-3.5%. This is driven off their ability to raise cheap deposit funds circa 1-2%. All this eventually stimulates demand and will drive positive investment decisions. Just be aware that eventually, in the long-term, this drives up inflation and subsequently interest rates will increase back to possibly 5/6/7%+ range.

Per above currently the payors for the low mortgage rates are the depositors. They are barely receiving any returns on their funds and in the shorter term could be receiving negative rates sometime next year. While it's not a new world phenomenon, who'd have thought that would play out in the NZ economy possibly in the early 2020's?

Is this good or bad, who knows, but what we can see is there are two tranches of business confidence, 1) the people who currently think things

will get worse before they get better and, 2) the people who think they can beat that trend by either - increasing revenue or, decreasing costs.

This drives intense competition and we can see this in one such scenario (Spark/Sky) battle for sporting rights. This also drives possibly unexpected outcomes where we now see the NZRFU a shareholder in a publicly listed company (SKY) and who'd have thought that years ago?

If your analyzing businesses the best place to look at is the company's balance sheet. The quick ratio (current assets/current liabilities) tells you who can drive growth. Those with ratios >1.5 show their capacity to grow faster than the economy as they've essentially got cash to take advantage of new opportunities.

I have also been reading some old management papers and one strategist from the early 2000's was commenting that, if technology was equal, then its only your people who are the difference. When I read this, I'd thought this couldn't hold true now as everyone is aiming for a technology advantage, however, it's true in the context that as technology gets faster the next #copyme is just around the corner.

So, the advantage of this new connectivity is to; a) have a positive attitude, b) have good cash flow to enable you to grow, c) good people to support you and d) good technology processes that keep driving competitive advantages.

A balancing act we know and, I know you'd have thought of that!

Bernie



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Dr Grant Hewison

## Auckland Council Elections (Final Results)

The final results for the 2019 Auckland Council elections were confirmed on Saturday 19 October.

Phil Goff has been re-elected Mayor. The Ward Councillor results included a change in the Whau with Tracy Mulholland elected.

Elsewhere in the region, John Watson and Wayne Walker were re-elected in Albany, Christine Fletcher and Cathy Casey in Albert-Eden-Puketāpapa, Sharon Stewart and Paul Young in Howick and Faanana Efeso Collins and Alf Filipaina in Manukau. In Manurewa-Papakura, Angela Dalton becomes a new Councillor while Daniel Newman was re-elected. Josephine Bartley has been re-elected in Maungakiekie-Tāmaki, Richard Hills and Chris Darby in North Shore and Desley Simpson in Orākei. In Waitākere, Shane Henderson has become a new Councillor while Linda Cooper has been re-elected. In Waitemāta and Gulf, Pippa Coom has become a new Councillor.

In addition, two Ward Councillors were 'elected unopposed' (Bill Cashmore in Franklin and Greg Sayers in Rodney).

At the Whau Local Board, Catherine Farmer (Labour), Susan Zhu (Labour) and Te'evā Matāfai (Labour) have been re-elected along with four new members, Warren Piper (Independent), Fasitua

Amosa (Labour), Kay Thomas (Labour) and Jessica Rose (Green Party). During the election, each candidate set out their priorities if they were elected.

**Catherine Farmer:** Maintaining free access to our wonderful community libraries at Avondale, Blockhouse Bay and New Lynn and ensuring that library staff are recognised for providing the highest quality services. Continuing to support environmental groups and programmes working to restore the Whau River, pest eradication, and weed control. Supporting community groups working with our communities. Protecting council reserve green space for future generations. Promoting walking and cycling paths.

**Susan Zhu:** • Rates; • Transport – more "Park and Rides" near train stations; • Housing; • Town Centres – New Lynn and Avondale; • Safe Communities; • Parks and Libraries; • Environment and Climate Change; • Cultural, Diversity, Arts and Heritage.

**Te'evā Matāfai:** I will continue to advocate towards, 'Becoming a low carbon community' and the 'Whau Neighbourhood Greenways' plans.

**Warren Piper:** Some of my priorities are to create a more sustainable and environmentally friendly Whau. Developing and building a smarter city for the future. Improving our public transport and roading network to decrease traffic congestion and get us moving. Doing more with less of our rates money and spending wisely. Breathing fresh life into our town centres and local economies and celebrating our diverse communities.

**Fasitua Amosa:** Arts. I want to support Whau artists to sustain a life in the arts and I want everyone in the community to have access to artistic endeavours. Improved public transport and continuing to evolve the cycle ways. Encourage well designed green spaces. Encourage large developments to include public artwork and well-designed green spaces. Support environmental initiatives.

**Kay Thomas:** • Advocating for affordable high quality housing; • Advocating for more accommodation for rough sleepers and the homeless; • Develop a collaborative approach to deal with issues of youth unemployment and underachievement; • Continue the work on cleaning up our waterways and beaches; • Ensuring that regeneration and residential development include adequate green space; • Ensuring we retain public facilities such as reserves and libraries; • Advocating for the protection of most mature trees and the planting of more trees.; • Investigating ways of attracting more businesses in knowledge intensive industries; • Advocating for an inorganic recycling facility to be established.

**Jessica Rose:** We really need to sort out new housing opportunities. I'm particularly strong in placemaking, environment, and transport, obviously the need to build resilience into our neighbourhoods. This relates to making sure that it's safe and easy for

all people of all abilities to get around. Providing space for scooters to get off the foot path, people to get to the bus or train station, and people on bikes off the road. Not to mention a local pool would be nice...



Warren Piper



# Rosebank News

News, views and any other tidbits from the Rosebank Business Community.

## Students and Charities to Benefit from \$1 Million Fund

Thousands of Auckland school students are among those set to benefit from grants which will see \$1 million allocated to community organisations which help a range of health; cultural, environment, education and other causes.

An online platform has been opened which allows Kiwis to vote for the charities and groups they feel are most deserving of funding to benefit their local community. Anyone can vote for the cause of their choice each day, with \$5 provided by the fund for every vote cast.



Simon Wickham,  
The Trusts West Auckland CEO

for school students, the applications were received from a diverse range of causes which include smart pest control traps that can send an alert when they have been triggered, funding for native tree planting and bird habitats, and support for those living with asthma.

Simon Wickham CEO of 'The Trusts' West Auckland says the million-dollar initiative is an example of how the model is able to support charities while at the same time provide a model for the retail sale of alcohol with better community outcomes.

"Most of the profits from liquor sales around the country are retained by store owners or overseas shareholders.

"Under our model, millions of dollars from the proceeds of our retail & hospitality operations and investments are retained in this community-owned social enterprise and returned to the community both now and in the future."

"Many of the beneficiaries from these grants could not have otherwise been able to secure funding from other sources," he says.

The causes were chosen by a panel which included Sir Bob Harvey, Linda Vagana and members of the Portage and Waitakere Licensing Trusts.

**Anyone can register one vote each day at [milliondollarmission.co.nz](http://milliondollarmission.co.nz) until \$1m of funding has been distributed.**

More than 300,000 visitors are expected to visit the site in the coming weeks to cast their vote.

Fifty-seven projects were chosen to receive funding from 167 charitable applicants with local schools making up around two-thirds of the finalists selected.

While the most common use of the grants is the development of new playgrounds and shaded areas

**57 projects were chosen to receive funding from 167 charitable applicants**

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# October Hosting by Eurotech Design and 2019 RBA Annual General Meeting



**Eurotech design showroom is exquisite featuring full kitchens with marble benchtops**

From the over-scaled painting and chandelier, to the shuffleboard which runs almost the length of the large main room, the Eurotech design showroom is exquisite featuring full kitchens with marble benchtops and sets the scene for Eurotech's large array of Kitchen and laundry appliances. With Sub Zero and Wolf fridge-freezers, Kitchen Aid appliances and Steel ovens and rangehoods, you would be forgiven for thinking this is an upscale, high-end appliance company,

but as Owner Sophia Bristow explained, they stock appliances to suit every house and budget.

Many people attended the night's Eurotech Design hosting and RBA 2019 AGM where they learnt about the passionate people behind Eurotech Design and the long 25-year heritage of its Brand. Peter Davison bought the company in 1996 which then stocked the Teka brand. Their innovation and abrupt change of tact in product selection saw them turn their brand on its head and become a serious contender in the marketplace. In 2017 Shawn and Sophia Bristow came on board and this company has gone from strength to strength. Eurotech Design are a full-service company importing appliances out of Europe and the US and have nationwide retail distribution channels. With a brand of their

own as well, they manufacture in house and offer after sales customer care and repairs.

The night was enjoyed by all attendees, seeing many connections made discovering people, services and brands from neighbouring businesses with some that will last long into the future.

A highlight of the night was the delicious food prepared by Eurotech's own in-house Chef - Chef Domenica Houlihan (Dom) who catered for the night spoiling attendees with delectable food including a platter of food stretching the length of one of those gorgeous marble kitchen benches mentioned before. Gourmet canapes of tuna and squid ink crackers and mini caesar salads on witloof wowed guests.

The RBA **Annual General Meeting** portion of the evening saw the Executive Board and approximately 50 members of the Rosebank Business Association attend at Eurotech Design. The formal part of the business was passed smoothly, with previous minutes moved and seconded successfully. Tributes went out to Board members Kelly Brown and Jason Ennor for their tremendous contributions over the past 5 years and who are now standing down, and to Julie Stevens for growing memberships to over 300 and her contribution to Pathways to the Future Trust.

The 2019/2020 RBA Elected Board is as follows: Chair Bernie McCrea, Treasurer Steve Early, CEO Mike Gibson, **newly appointed** members welcomed to the Board were **Stefan Crooks** from Westie Pies and **Janine Roberts** from Haven Accounting, who joined sitting members Nikki Harris, Michael Hawkins, Hamish Mackie, Darius Singh, Natalie Bilyard.



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Chair Bernie McCrea announced that this has been our best year ever in terms of membership with now over 300 private good members. The area has strong (98%+) occupancy and is the first Gateway to the West off the motorway which gives access throughout Auckland, this is confirmed by the new major development of the Kilpatrick buildings on Patiki Road which will bring 600 new workers to the area. He noted that the RBA experienced a very stable financial year with a 4% surplus and received 100% satisfaction rating from the membership survey carried out earlier this year. There is no proposed increase in the BID for 2019/2020. Traffic is the number one item that we are working hard on at Board level and our continued advocacy on behalf of the business district achieves results. Future developments for 2020 includes further advocacy for Rosebank Transport with four new pedestrian refuge islands coming, the tidying up of the left hand off Patiki Road into the Rosebank Roundabout and dual laning is also in the pipeline.

A partnership between RBA and Icehouse will see the introduction in 2020 for companies to participate in an exciting new Owners/Managers programme.

We would like to thank Sophia, Shawn and Peter for a fabulous hosting at their beautiful premises.

**Chairman  
Bernie McCrea  
announced that  
this has been  
our best year ever  
in terms of  
membership**



Anouschka de Gourley, RBA  
Sophia Bristow, Eurotech Design



Graeme O'Brian and Trevor Brown, Paynes Aluminium



Chef Domenica Houlihan



RBA Chair Bernard McCrea and Dr Grant Hewison



Peter Davison, Eurotech Design



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Upskills Directors, Sarah Balfour (left) and Holly Patterson.

# Train the trainer

Setting the bar for in-house training

Upskills is a training consultancy specialising in building the communication skills of people in the workforce. Last year, Upskills launched its first Unit Standard based Train the Trainer course with Life Health Foods NZ Ltd (LHF).

Twelve staff were trained over seven months. The course consisted of two full days of content delivery, three observed training sessions and three coaching sessions. Successful learners acquired NZQA unit standard 29692 – Deliver learning sessions to adults.

## An appetite for training

LHF makes delicious plant-based food products. It is growing quickly to meet demand both in NZ and overseas. Consequently, training for its expanding workforce is a high priority.

The company employs 150 people and there are 24 different cultures in the workplace. The manufacturing facility is in Avondale, where 80% of Production staff speak English as a second language. It is a fun, busy and fast-paced environment in which to successfully deliver training.

## Recognising the need

Documenting compliance with Standard Operating Procedures is key to the success of any food business. Compliance in NZ's Food Industry is extremely strict to ensure food quality and safety.

Health and Safety training often extends beyond the internal workforce to include contractors. The management team at LHF need to have confidence their trainers are qualified to train and upskill and that training messages are understood and implemented. For their workforce, 'training that sticks' is all about successful delivery to a diverse audience.

Peter Suisted, LHF's Operations Manager, explains that with growth came the requirement for more robust processes and a more focused training programme. It was not a perceived deficiency in the standard of training that triggered the decision to develop trainers further. More the need for assistance with training methods and the ability to assess the effectiveness of the training.

Several factors influenced his thinking:

Safe Quality Food (SQF) audits to meet international standards, require evidence of competency and independent assurance that standards of training are being met.

Accurate assessment of an individual's skills is essential for a skills-based pay structure. It's important to have a robust process. To link training plans to the skills-based matrix requires confidence in the successful delivery of that training.

A trainer's competence is measured both by their own qualifications

...with growth came the requirement for more robust processes and a more focused training programme.

and expertise as well as their skill level in communicating that knowledge. An NZQA assessment provides internationally recognized independent verification.

A strategic focus on process improvement with less reliance on the QA team renewed the company's commitment to growth through continuous improvement. Improvement delivered in part through its training programmes.

**Breaking new ground**

Upskills previously worked with LHF on other programmes but this was the first Train the Trainer course. The observed sessions and coaching provided multiple feedback loops to reinforce the course content. This full-circle approach (as far as we know) is unique to Upskills.

Upskills worked with Eddie Mulinu'u, the Production Manager. He was a helpful liaison between their team and the learners, ensuring follow-up work was completed. Eddie remarked, 'I heard some positive comments about the Upskills tutors, they were engaging and our supervisors found it a friendly and positive environment in which to learn.'

Bev Peacock, Senior Quality Assurance & Health and Safety Manager was also a key stakeholder. Her focus was on verifying the team was qualified to train and that the training was successful.

Bev said that 'Now that we have met SQF standards, we were asked:

- How do you do your training?
- Can you show us the training records?
- Who trained your staff?
- How do you know they are competent?

Now we know that our trainers are competent to train in their areas of expertise and can share their knowledge with the wider teams.'

Bev realized she could incorporate some of her goals for supervisor training with Upskills, into the Train the Trainer course Peter was commissioning. All three managers had slightly different but very specific requirements from the training. 'By tailoring a course specifically to their needs, we were able to deliver something for everyone', says Sarah Balfour, Upskills Director.

**Why Upskills?**

An off-the-shelf solution to this learning would not have worked for the LHF team. Building rapport to assess the learners' understanding and capability was key to the success of the course. Peter Suisted was impressed with the ability of the Upskills team to relate to the LHF workforce and focus on each individual's learning needs.

Upskills commitment and support for learners to complete the programme went beyond his expectations. High workload meant LHF staff were not always available for training as planned but Upskills was able to rework the timeline to meet their needs.

**A learner's outcomes**

Preetika Prasad, a Microbiologist at LHF, was one of the participants. She found strategies to overcome the challenges presented by

different learning styles useful. Preetika found it beneficial to think through intuitive behaviour and have the logic behind it put into words so clearly. She found Upskills tutors 'encouraging and the training 'applicable to our environment.'

One noticeable outcome from her training sessions has been the quality and volume of questions from her learners. 'They are so much more engaged.' Previously learners would nod in response to her questions. Now she notices that asking questions which check conceptual understanding, facilitate some probing and intelligent enquiries from her learners. This really shows her they have understood and taken the content on board.

**Outcomes for LHF**

With the two-day content delivery sessions, there were different levels of capability, especially with regard to health and safety training. The LHF team felt the expectations of individuals learning at different speeds and with different competencies were managed well.

The three observed sessions integrated training theory with practice and guided learners to put all the new learning into practice. LHF now has a bank of

training plans that relate to their Standard Operating Procedures and Health and Safety guidelines. These can be used consistently every time someone needs training on a particular machine, for instance.

Unexpectedly the course revealed hidden talents in some learners. A practical session highlighted good communication skills previously not seen in one individual. The management team now look

forward to putting these skills to good use.

The course was designed and delivered to meet agreed goals. LHF Managers now feel confident their trainers deliver effective training and they can prove it.

**What are your training needs?**

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Peter Suisted, Operations Manager; Eddie Mulinu'u, Production Manager and Bev Peacock, Senior Quality Assurance & Health and Safety Manager



Preetika Prasad, a Microbiologist at LHF and course participant





# Social Media Platforms are Many and Varied

Using social media as part of your marketing strategy can enable you to further your reach when looking for customers. By Live Wire Media

**Using social media as part of your marketing strategy can enable you to further your reach when looking for customers. You need to remember that people are interacting with companies and brands through social media on a daily basis, so having a strong social media marketing plan is one of the keys to being able to tap into the right markets.**

Social Media needs to be included into your media mix when putting together a marketing strategy for your business as a way to achieve communication and branding objectives.

## **. . stay away from the “Yay it’s Friday posts”**

Social media marketing covers activities such as social sharing content, videos (which should be a big part of your marketing), images and paid social media advertising. As with any marketing or advertising activity you need to have a plan and know what your goals are that you want to achieve.

You need to place engaging content that people will want to read and or get involved with (stay away from the “Yay it’s Friday posts” unless you want to become the people that clutter up peoples feeds with spam) and remember to have a consistent brand image across all your social media sites.

Importantly you need to know your platforms and where you need to be posting to, to get the maximum exposure and awareness for your brand.

Each social media network is unique in the way that it delivers your message as well as the individuals that use them, so you need to know that it isn’t a case of sending a blanket message or post out across multiple platforms.

Whether its Facebook, Twitter, LinkedIn, Instagram Pinterest or any of the many social media platforms out there, you need to do your research and find out where, what and how. There is nothing worse than a company that has a social media presence and yet does nothing with it as that sends out a negative message to those looking to engage with you.

## **Measure Success Properly**

You also need to ensure that when starting out on any social media endeavour ensure that you are measuring your success and monitoring the engagement of your posts so that you can track what works and what doesn’t for the audience that you are trying to attract.

## **How Far and Fast is Social Media Changing?**

If you did a search on how many social media platforms there

are in the world the last count was about 212 and with that kind of number, it’s no surprise that the landscape is changing literally daily.

Changes to how each of those sites engage with their users to new developments and new platforms and trying to keep abreast of it all is as hard as a trying to keep up to date with every type of craft beer that is being released throughout the world.

It’s changing at a rate that by the time you’ve read this most of the numbers will be out of date.

This for many of us is confusing and a little scary as we try and keep up with the latest trends, but ignore it at your peril as according to figures there are 3.5 billion active users of social media networks worldwide.

The most popular social networking sites have changed over the years, and you can expect them to continue to change as time goes on. Old social media trends will change, and new ones will appear.

A good example would be before the time that Facebook and Instagram dominated the web people were a lot more familiar with sites such as MySpace and yet most people have moved on especially with the major shift towards mobile-based social media consumption with 6.35 million NZ mobile subscriptions and people checking social media apps at least 20 times a day.

## **Why Use Social Media?**

Any business should be and needs to be on social media if they want to be seen as a leader in their field, whilst also increasing their brand awareness and staying at the top of people’s minds and the general expectation is that professional businesses will now be found on social media.

People are spending more time in the digital space, in social media in particular and conversations are happening on social media whether you are there or not.

People will research online prior to making decisions and are more likely to act based on a recommendation from a friend, colleague or someone from their peer group. A huge 92% of Kiwis trust recommendations from their peers.

## **The Numbers:**

4.2 million kiwis are internet users with 3.4 million active social media users, 3.1 million of those are on mobile.

Mastering Social Media Can Lead to A More Effective Business Network Development

But social media isn’t just for the younger age bracket as 75% of

**Importantly you need to know your platforms and where you need to be posting to, to get the maximum exposure and awareness for your brand.**

those in the 60-64 age group use social media, as do 69% of those aged 65-69 and 60% of those over 70 Social media has increased the speed of delivery of the message to market and mastering social media can lead to a more effective business network development.

### **How to Use Social Media Platforms**

For businesses they should be across at least LinkedIn and Facebook as these really are the big players in social media and as a media mix within your social media, they make a perfect match to engage with your target market, whilst also building your brand awareness.

Anyone who needs to make professional connections should be on LinkedIn. Known as the social network for your career, LinkedIn is right up there with Facebook and Instagram.

Individuals can promote themselves and their businesses, outline their education



Like Facebook, Twitter has also changed dramatically over the years.

and work experience, make connections with other professionals, interact in group discussions, post job ads or apply for jobs. Basically, it's the best way for a professional to be seen as the expert in the field and to show their level of experience and knowledge.

Like Facebook, Twitter has also changed dramatically over the years, becoming a top source for real-time news sharing. For a micro-blogging site with a 140-character text limit, Twitter sure has made its mark online.

It's an ideal platform for mobile users and the power of Twitter was evident during such events as the Boston Bombings where news was being shared across Twitter faster than any other media. Twitter have also added a video streaming service and signed agreements with review sites such as Yelp and Foursquare, which means they

have moved to another level.

The calibre of people using Twitter are also the people that are making the news and are the movers and shakers.

Most of us already know that Facebook is the top social network on the web. It's a thriving beast of a social networking site with over a billion users.

Time will only tell how long it can hold on to the top spot especially as Facebook loses members around the world, but gains in new areas such as Asia, Africa and South America as well as in the older age groups.

That said it is still the place to be seen and to promote yourself. It's also important to remember the role that Facebook plays in your activity as a tool to create warm leads, not to necessarily close sales.

### **What Are the Main Tools You Should Be Using?**

The first thing to do is to set yourself up with a system that enables you to look after all your social media in one spot otherwise you can spend hours trying to engage, promote and share content on a daily basis.

Time is money when you charge for your time, so you don't want to be spending your time across multiple individual platforms.

Look towards using monitoring tools for all your social media, so that you can track what works and what doesn't work, but also you can see and be alerted when people are commenting on your posts or making a review about your business as you want to be responding within a reasonable time.

Don't be afraid of having a play with social media either and what I mean by that is take LinkedIn up on the offer of a free 30-day trial to use their Premium and see what is available through it. You will find the in-mail allocations useful as well as the search options and look to the tips and tricks that the likes of Twitter send through via email for advice on what you should be doing.

### **What Traps Do You Need to Be Aware of?**

The biggest trap for anyone in business that is looking to use social media to help their brand is that they look to do it themselves as the belief is that because you have your own personal profile it shouldn't be that hard to do it for your company/business as well.

Wrong.

Most people forget about the word Media in Social Media and so don't see it as part of their media mix alongside other forms of advertising/marketing. This is a mistake. As with most professions out there it is sometimes best to get an expert in to assist you with the work.

There are Marketing Managers out there with extensive experience and knowledge within the world of marketing that are still trying to get to grips with Social Media, so don't be afraid to ask for help especially as we've already established that it is an ever-changing environment. Remember as well that if you employ someone in house how will you manage or train them if you yourself are not an expert in the area?

Other traps include deciding that they need to be on social media and so setting up a page and then doing nothing with it. You are better off doing nothing than doing something and then not following through.

### **People become very emotional on social media.**

The next trap would be not deciding beforehand as to what your voice is going to be. What I mean by that is deciding how you are going to interact with followers through content, but also when it comes to involving yourself in direct conversations.

People become very emotional on social media if they feel that they or their business is being attacked and forget to deal with the matter in a business-like way as sometimes they are conversing with people after hours in their personal time.

And the last one is setting up multiple social media pages and each one of them looking completely different and so making it harder for people to decipher your brand and the message that you are trying to portray.

### **The Easiest and Safest Way to Achieve a Social Media Presence?**

The first easy answer is to talk to an expert and seek advice to ensure that you are set up correctly and have the right tools at your disposal to be able to do it right. Secondly do your research and know what you are getting into. There is plenty of free advice via the net on things such as best practice for social media as well as articles on do's and don'ts. Last but not least get involved and make a start.



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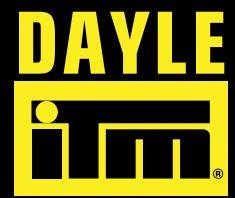
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# Member Profiles

We profile **New Members** of the Rosebank Business Association

## Off The Wall Marketing

A multi-talented agency creating marketing solutions for businesses

Off The Wall Marketing offers a boutique and personalised marketing service that is tailored to your needs. They bring ideas to life and create success through distinctive brand identities that stand out from the crowd. Off The Wall Marketing is a strong believer in running a sustainable business and knows many times it's a mindset to become the right side of change. They also supply the hospitality industry with cutlery pouches and sustainable packaging advice.

Off The Wall Marketing is a sole trader business run and managed locally by Andre Hendriks. He has more than 35 years experience in the offset printing and design industry which has led him to have consistency and a strong eye for detail. "We focus heavily on creating great lasting local relationships. We're proud to be in your community".

Andre has strong relationships with many local businesses and is excited to be welcomed into the RBA. He is looking forward to creating and building new relationships. Andre is privileged to sponsor a football team that competes in the NZCFA league that plays at Riversdale Reserve.

Off The Wall Marketing believes in a hardworking attitude with an honest approach. "We create eye catching designs with a strong message. Our sustainable approach is a key feature in how we do business. This started when we saw the need for fresh marketing ideas, knowing that clients would love our approach and see results from this."



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## Wawata Group Limited

Wawata Group Limited has been a proud partner of Anchor and Fonterra since 2018 and pride ourselves in delivering quality food and beverage goods with expert service and affordable prices.

"Over the last year, we have built a dedicated team of 20 people to provide the best food and beverage distribution service to our ever-expanding area. We started with a small area surrounding our depot in West Auckland and have now successfully grown to deliver to a large number of local retail, educational, commercial and food service customers from New Lynn through to Ponsonby every day. We currently deliver over 100,000 litres of Anchor milk every week!"  
Eric Buisman, Chief Operations Officer, Wawata Group Limited.

Wawata Group offers a wide range of food and beverage products to cater to a broad range of customer needs. Whether it's goods to stock retail shelves, catering for the masses or keeping the office kitchen regularly stocked to help your team stay productive throughout the day, we are confident we have the items to help your business thrive. Can't find what you're after? Don't hesitate to ask as we are always happy to evolve our offering.

To find out more about what Wawata Group Limited can offer you please contact the team on [orders@wawatagroup.com](mailto:orders@wawatagroup.com) or call **838 5376**. We can send you through our latest catalogue to browse our current range or request a call back and one of our sales team will get in touch to discuss how we can help your business.

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## Davis Funerals

### Honouring lives for generations

Funeral ceremonies, like families, vary greatly but fundamentally fulfill the same need, bringing together family and community to acknowledge and honor the life of someone and to say goodbye. For 80 years Davis Funerals has been helping Auckland families create personalised goodbyes. With their beautiful funeral homes and professional funeral directors, they're able to help you create the right funeral for your loved one. Supporting you through the entire process, making this emotional time as simple as possible.

Davis Funerals are committed to the industry and adhere to the highest standards. They're proud members of the FDANZ, (Funeral Directors Association of New Zealand), and NZEA, (New Zealand Embalmers Association). This means you and your loved one will be cared for with expertise, professionalism, compassion and kindness.

They have 5 funeral homes across Auckland, from Grange Manor in Mt Eden to Central Park Chapel in West Auckland. Some are purpose-built modern funeral homes, others lovingly restored historic villas and bungalows complete with original features. Whichever you choose, you'll find a peaceful, private and beautiful setting in which to farewell your loved one.

A family focussed company, Davis Funerals is still managed by the Little Family, who have looked after the needs of Auckland families since 1875. Managing Director of the Davis Group, Craig Little says "We still operate today with the same level of care and professionalism that we did in the 1950s. Yet now we have all the technology of the modern world to provide complete funeral services"

For any questions or for further information, do not hesitate to get in touch with Davis Funerals.

Davis Funeral Services

400 Dominion Road, Mt Eden Phone: 09 638 9026  
[www.davisfunerals.co.nz](http://www.davisfunerals.co.nz)

## Wizard I.T Ltd

### Keeping your I.T Solutions Real!

Wizard I.T is an IT solutions and support company that have been partnering with businesses since 2010. The Directors John Lynch and Jody Peet have worked together in the I.T industry for over 20 years and given their long-time association, it made sense for them to come together to form Wizard I.T. "We recognised a gap in the market to provide enterprise- level I.T practices and solutions to SME businesses with small business prices. Our experience has allowed us to build and develop the infrastructure needed to keep our prices affordable and to work with you to keep your IT solutions real, providing you with the best options and results for your business requirements".

John and Jody are proud "Westies" and have had a long association with the West which has seen them recently move their business to the Rosebank community. "We are driven by a philosophy that if we help local businesses solve their I.T issues so they become more profitable and successful, then we will grow along with them. There is no catch, no gimmicks, just experience and best practises that have been honed over the years to make our services work for YOUR business".

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# Business Nuts & Bolts

Business to Business advice from **RBA Members**

## Leadership? What Leadership?



Jennifer Wyatt Sargent  
Human Resources Consultant

“Critical errors are fierce, inflammatory errors that could have the potential of dashing a leader’s career and radically crashing the organisation – if an immediate rebound strategy were not put in place.” \* I was reminded of this quote after following the systematic failures of New Zealand’s biggest company – Fonterra.

Its just-posted \$605m annual loss (the result of writing off many bad business acquisitions, which is now being investigated by the Financial Markets Authority after a

shareholder lodged a complaint) is only part of the story. While the share price of its competitors Danone and Nestlé rose by 50%, Fonterra’s dropped by 50% in the same period, effectively losing over \$10 billion of shareholder value. Would that Fonterra’s management and advisers had the same business acumen as Danone and Nestlé’s!

Struggling to get its debt-burden under control it is now forced to sell off profitable businesses like Tip Top (thus reducing future earnings).

Interestingly, in an opinion piece by economist Shamubeel Eaqub (Stuff, 27.9.2019) he says, “In the coming years it will need to seriously earn back the trust of its farmers and the community.” Yet most farmers I have seen interviewed over the debacle have appeared phlegmatic and have expressed confidence in the ability of management to turn the situation around.

I see the trust issue being between Fonterra and town and city dwellers who are becoming increasingly interested in and concerned by climate change and its potential outcomes. Rob Stock (Stuff, 27.9.2019) says, “While Fonterra exists to serve its farmer-owners, it is a massive contributor to New Zealand’s carbon footprint, responsible for about 20% of New Zealand’s gross greenhouse gas emissions, with nearly 90% from supplier farms rather than Fonterra plant or vehicles.” Fonterra’s chairman, John Monaghan, may argue that NZ’s

dairy industry is the most carbon efficient in the world, but it carries little weight when you contemplate those figures.

So who are the winners and losers out of this? To my mind, Theo Spierings is the outright winner. For the 7 years that Spierings was CEO he earned just over \$38m, which is around \$5.5m per year. When he left Fonterra, he received a final payment of \$4.6m. Yes, his reputation may have suffered, and his mistakes may well fall within the definition of critical errors, but the outcome of his errors for Fonterra and for NZ may well be so massive that he will be able to use his failure as a learning experience rather than a career destroyer.

By comparison, Spierings replacement, Miles Hurrell, earned a paltry \$2.26m last year. I have not heard of any Fonterra executives volunteering to take a pay cut until the Company is on a more sustainable financial footing. However, the number of executives earning over \$1m has dropped from 24 to 14, and while Fonterra’s financial results for the 2018/2019 financial year showed that nearly 6,000 staff, 4035 of them based in NZ, were paid over \$100,000pa the number of staff in this pay bracket has dropped by just over 700, presumably by attrition as Fonterra says there have been no redundancies.

This isn’t the case for its specialty cheese factory at Paraparaumu. It suffered a \$605m loss in the last financial year and as a result the Paraparaumu and Eltham factories will be merged in Taranaki. While the expanded Eltham factory will require 34 new staff, 65 people at Paraparaumu will lose their jobs.

It was announced in September that there will be no pay performance bonuses for the latest financial year and no pay increases for people earning more than \$100,000. Fonterra also confirmed that job losses could be expected and, while Fonterra generally returns 65 to 75% of its profits as dividends, this will be the first year it will not pay a dividend.

Finally, it beggars belief that Fonterra’s Executive Team, Board, Accountants and Auditors saw nothing amiss with its performance in time to do something to at least mitigate the current situation.

Next issue, we’ll look at the advice of Drs Kusy and Essex for when business leaders of everyday businesses (people like you and me) inevitably make a mistake.

*\*Kusy, M and Essex, L (2005) Breaking the Code of Silence - Prominent Leaders Reveal How They Rebounded from Seven Critical Mistakes*

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